

# CONTRACT



KSLTV KSL.com  
DeseretNews.com

**KSL**  
**55 North 300 West Broadcast House**  
**Salt Lake City, UT 84110**  
**(801)575-1036**

And:

**Utah Department of Commerce**  
**Attention: Francine Giani**  
**Heber M. Wells Building**  
**160 East 300 South 2nd Floor**  
**P.O. Box 146760**  
**Salt Lake City, UT 84114**

<u>Contract / Revision</u> 24988 /		<u>Alt Order #</u> RAB239726
<u>Product</u> Clean Out Your Closet		
<u>Contract Dates</u> 09/20/12 - 09/30/12	<u>Estimate #</u>	
<u>Advertiser</u> Utah Department of Commerce		<u>Original Date / Revision</u> 09/18/12 / 09/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSL	<u>Account Executive</u> Jadon Andersen	<u>Sales Office</u> Salt Lake City-L
<u>Special Handling</u>		
<u>Demographic</u> Households		
		<u>Total Ratings</u> 123.70
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KSL	09/21/12	09/30/12	10a Rachael Ray	M-F 10a-11a		:30				NM	10	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--				2	\$250.00	2.40			
	Week:	09/24/12	09/30/12	MTWTF--				8	\$200.00	2.40			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	11	KSL	09/24/12-09/30/12	10a Rachael Ray	M-F 10a-11a	MTuWThF----	:30		<del>\$200.00</del>	2.40	NM		
			See MG 1.13,1.14										
	12	KSL	09/24/12-09/30/12	10a Rachael Ray	M-F 10a-11a	MTuWThF----	:30		<del>\$200.00</del>	2.40	NM		
			See MG 1.13,1.14										
	13	KSL	09/24/12-09/30/12	10a Rachael Ray	M-F 10a-11a	MTuWThF----	:30		\$350.00	2.40	NM		
	14	KSL	09/24/12-09/30/12	10a Rachael Ray	M-F 10a-11a	MTuWThF----	:30		\$350.00	2.40	NM		
N 2	KSL	09/21/12	09/30/12	11a Studio 5	M-F 11a-12p		:30				NM	9	\$1,910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--				2	\$235.00	2.20			
	Week:	09/24/12	09/30/12	MTWTF--				7	\$190.00	2.20			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	10	KSL	09/24/12-09/30/12	11a Studio 5	M-F 11a-12p	MTuWThF----	:30		<del>\$190.00</del>	2.20	NM		
			See MG 2.12										
	12	KSL	09/24/12-09/30/12	11a Studio 5	M-F 11a-12p	MTuWThF----	:30		\$300.00	2.20	NM		
N 3	KSL	09/21/12	09/30/12	12p KSL 5 News @ Noon	M-F 1158a-1258p		:30				NM	10	\$2,480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--				2	\$240.00	2.90			
	Week:	09/24/12	09/30/12	MTWTF--				8	\$200.00	2.90			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	11	KSL	09/24/12-09/30/12	12p KSL 5 News @ Noon	M-F 1158a-1258p	MTuWThF----	:30		<del>\$200.00</del>	2.90	NM		
			See MG 3.13,3.14										
	12	KSL	09/24/12-09/30/12	12p KSL 5 News @ Noon	M-F 1158a-1258p	MTuWThF----	:30		<del>\$200.00</del>	2.90	NM		
			See MG 3.13,3.14										
	13	KSL	09/24/12-09/30/12	12p KSL 5 News @ Noon	M-F 1158a-1258p	MTuWThF----	:30		<del>\$400.00</del>	2.90	NM		
			See MG 3.15										
	14	KSL	09/24/12-09/30/12	12p KSL 5 News @ Noon	M-F 1158a-1258p	MTuWThF----	:30		\$400.00	2.90	NM		
	15	KSL	09/25/12-09/25/12	12p KSL 5 News @ Noon	M-F 1158a-1258p	-Tu-----	:30		\$400.00	2.90	NM		
			MG for 3.13 09/24										
N 4	KSL	09/21/12	09/30/12	1p Today Show 3	1258p-2p		:30				NM	8	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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<u>Contract / Revision</u> 24988 /		<u>Alt Order #</u> RAB239726
<u>Contract Dates</u> <b>09/20/12 - 09/30/12</b>	<u>Product</u> Clean Out Your Closet	<u>Estimate #</u>
<u>Advertiser</u> <b>Utah Department of Com</b>		<u>Original Date / Revision</u> 09/18/12 / 09/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				2	\$200.00	1.60			
Week:		09/24/12	09/30/12	MTWTF--				6	\$140.00	1.60			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	9	KSL	09/24/12-09/30/12	1p Today Show 3	1258p-2p	MTuWThF----	:30		<del>\$140.00</del>	1.60	NM		
See MG 4.10													
	10	KSL	09/24/12-09/30/12	1p Today Show 3	1258p-2p	MTuWThF----	:30		\$300.00	1.60	NM		
N 5	KSL	09/20/12	09/30/12	KSL 5 News @ 630p	M-F 630p-659p		:30				NM	3	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----				0	\$0.00	0.00			
Week:		09/24/12	09/30/12	MTWT---				3	\$480.00	4.50			
N 6	KSL	09/21/12	09/30/12	M-F Last Call	1236a-105a		:30				NM	5	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$125.00	1.20			
Week:		09/24/12	09/30/12	MTWTF--				4	\$90.00	1.20			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	6	KSL	09/24/12-09/30/12	M-F Last Call	1236a-105a	MTuWThF----	:30		<del>\$90.00</del>	1.20	NM		
See MG 6.7													
	7	KSL	09/24/12-09/30/12	M-F Last Call	1236a-105a	MTuWThF----	:30		\$225.00	1.20	NM		
N 7	KSL	09/20/12	09/30/12	Su 9-930a Sun Edition	Su 9a-930a		:30				NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$120.00	1.60			
Week:		09/24/12	09/30/12	-----				0	\$0.00	0.00			
N 8	KSL	09/20/12	09/30/12	Music & the Word	928a-10a		:30				NM	1	\$424.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$424.00	4.30			
Week:		09/24/12	09/30/12	-----				0	\$0.00	0.00			
N 9	KSL	09/20/12	09/30/12	Mormon Times	Su 10-10:30am		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$150.00	3.20			
Week:		09/24/12	09/30/12	-----				0	\$0.00	0.00			
N 10	KSL	09/20/12	09/30/12	History of the Saints	Su 10:30-11am		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$115.00	2.10			
Week:		09/24/12	09/30/12	-----				0	\$0.00	0.00			
N 11	KSL	09/20/12	09/30/12	SportsBeat Su	1035p-1105p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$500.00	5.60			
Week:		09/24/12	09/30/12	-----				0	\$0.00	0.00			
N 12	KSL	09/20/12	09/30/12	Outdoors W/Adam Eakle	1130p-12xm		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$100.00	1.80			
Week:		09/24/12	09/30/12	-----				0	\$0.00	0.00			
Totals										123.70		51	\$11,659.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/28/12	51	\$11,659.00	\$9,910.15
<b>Totals</b>	51	\$11,659.00	\$9,910.15

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**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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